

RUSH SOCCER

WHERE THE TRAILS OF PASSION AND PURPOSE
MEET, BEGINS THE PATH TO VICTORY.





WHO IS RUSH SOCCER?

Formed in 1997, Rush Soccer has become a model for Youth Soccer. Included in this club profile are methods in which we provide all players an equal opportunity to explore their potential and pursue positive outcomes on and off the field in 30+ states and 30+ countries.

Rush Soccer represents more than 40,000 youth soccer players globally. We continue to grow in a thoughtful manner, and welcome others to join our organization who share our vision of developing healthy youth through the game of soccer.

OUR MISSION

A Global brand committed to providing an unparalleled soccer experience:

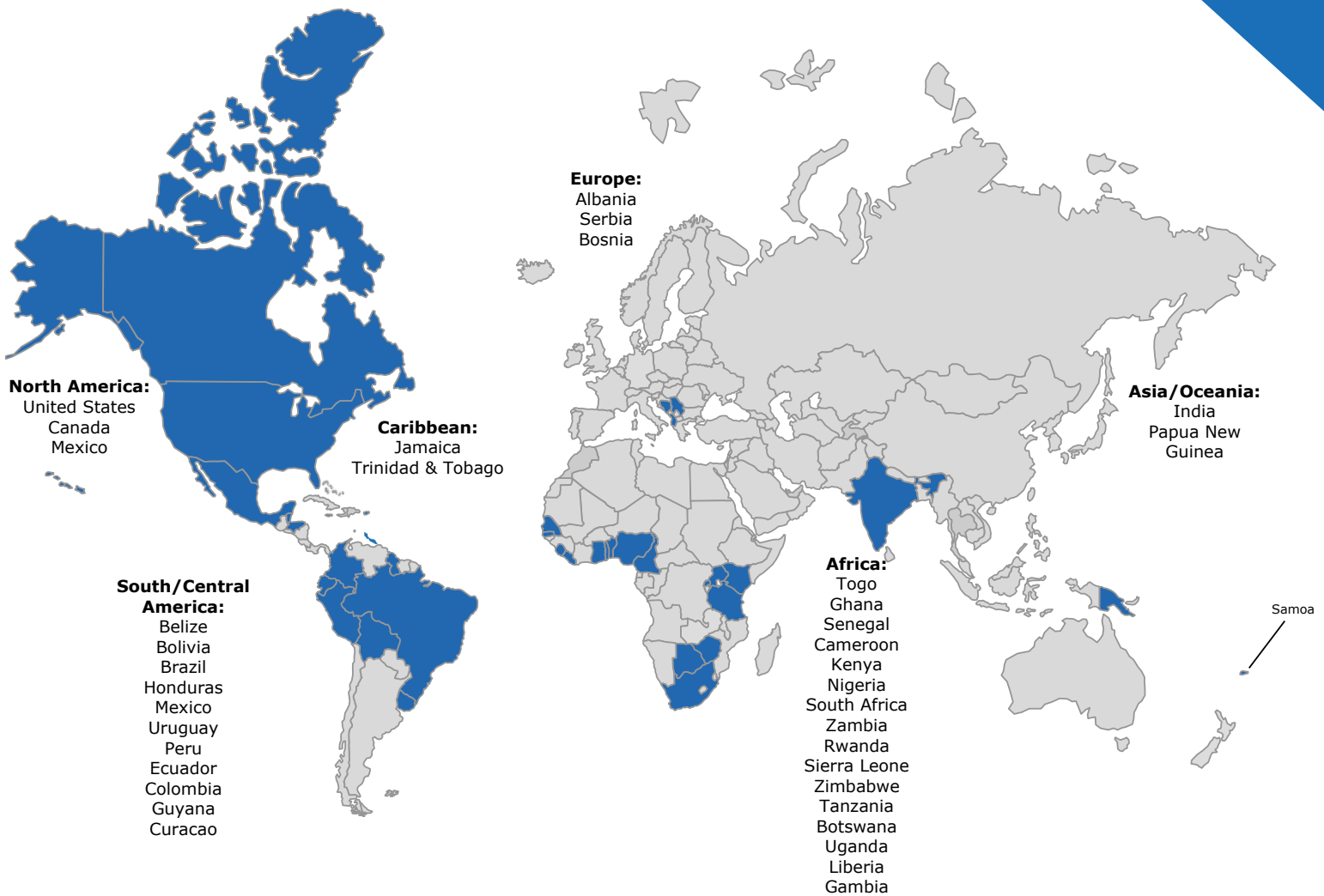
Progressive. Ambitious. Comprehensive

OUR VISION

Partner with like minded clubs everywhere in the world to eventually represent one of the most recognizable brands in the world.

RUSH SOCCER FOOTPRINT

Our Global Movement



RUSH SOCCER

RUSH SOCCER CORE VALUES



Our Values Define Our Culture

ACCOUNTABILITY: Be accountable for your actions and hold others accountable for their actions. Who am I ultimately accountable to, and who judges my work?

ADVICE: Seek out advice and aspire to be the best. In order to learn, we must be open to learning and consider the advice of others. Are you coachable?

EMPATHY: Empathy is at the core of solid relationships.

ENJOYMENT: Enjoy your work; this is a gift. The desires of happy, diligent workers are satisfied.

HUMILITY: Apologize when you make a mistake. Forgive others and do not look back.

LEADERSHIP: Leaders strive to be trustworthy, honest and sincere. They possess traits such as integrity and honor. They are willing to serve others and sacrifice their own interests. Leaders are constructive and hardworking.

PASSION: Passion always trusts, always hopes, and always perseveres. Passion never falls.

RESPECT: Respect everyone. Respect the opponent, rules, colleagues, superiors and subordinates. Be thoughtful and considerate.

SAFETY: Our environment is safe. This includes the office, our travels, the fields and our bodies. Safety is not only physical safety from harm, but safety from ridicule and attack. We are comforted and encouraged in the club, We portray self-control and kindness to our staff, colleagues and players.

TENACITY: To be successful, persevere. Persevere but do not be anxious. Fear no one. Be strong and courageous. Work when no one is looking, even when the circumstances are difficult and everyone else quits. Diligence never loses because it never quits. Out-work your opponent, and most importantly, work smart. Do not wait for external inspiration. The people who go far do so because they motivate themselves and give life their best, regardless of how they feel.

UNITY: Together all things are possible. When your teammates are down, bear each other's burden; conversely, celebrate your teammates' successes.



RUSH SOCCER BENEFITS



Why Should You Join Rush Soccer?

BE A PART OF SOMETHING BIGGER: Enjoy the benefits of being with the largest youth development system in the world. Being a part of the Rush Soccer network brings a club insurmountable opportunities for both staff and players. The power of the Rush allows a club to become connected across the globe instantly!

PLAYER PATHWAY: Be with a club that has a clear player pathway for players to develop. The Rush can provide a step by step path for a player starting in the youth fields developing all the way to the professional level.

COACHING EDUCATION: The Club and its coaches will have access to the Rush Way, which includes session plans and season periodization plans by age and divisions. Along with this coaching education tool there are so many more coaching education opportunities within the Rush.

RUSH SOCCER INTELLECTUAL PROPERTY: Get access to all of Rush Soccer's documents. Have access to the 'Rush Way' at your fingertips; learn how to expand in your own local market.

PARTNERSHIP WITH ELITE SPONSORS: Receive elite benefits & pricing with Rush Soccer national partner Capelli. Being a part of our club gives you contracts you would not be able to negotiate on your own.



**RUN YOUR CLUB HOW YOU'D LIKE!
LEARN TO GROW THE RUSH WAY.**



RUSH SOCCER BENEFITS



Programs & Services



Cedar Stars Rush: is Rush Soccer's USL League 2 team based in Teaneck, New Jersey. The USL League 2 is the highest level of development soccer in the U.S., and Cedar Stars Rush is a proud participant. The club is home to a number of top players from around the world that are focused on taking the necessary steps towards reaching the professional level. Top youth players from around Rush Nation and collegiate athletes participate with this elite level team



RUSH SELECT: The Rush Select Program brings top players together from across domestic and international Rush clubs to form 'all-star' teams for tournaments, showcases and overseas soccer tours. Get your players seen.



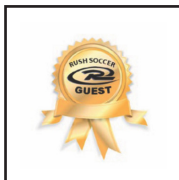
RUSH FEST: The Rush Fest is an annual event that brings together U12 boys and girls teams from Rush clubs across the country. Teams compete against one another in a friendly tournament while also joining up to participate in training sessions on the field as well as classroom and social events off the field.



COLLEGE ADVISORY PROGRAM: Receive guidance on how to push players to the collegiate level. This program is in partnership with College Fit Finder and is provided to our boys and girls teams U15 to U19.



REACH: Established in 2002. Rush Equipment Assisting Children is an amazing program that allows every Rush player to make a difference. By collecting used soccer equipment and uniforms from Rush players the REACH program redistributes them to under-privileged children around the nation and the globe.



PLAYER LOAN PROGRAM: The Player Loan Program is a Rush Soccer inter-club player exchange opportunity that allows players from all Rush Soccer Branch's to experience playing with other teams and Rush clubs from across the country.

... these, and many more!



RUSH CAPELLI SPORT PARTNERSHIP



The **Rush Capelli Sport Partnership** began in 2018 and will take Rush Soccer to the next level in player development.

Capelli Sport has established a sporting network that branches across the globe and into the top flights of **European soccer**. Capelli Sport is the official kit provider of Rush Soccer. A commitment in wearing Capelli is an investment in the Rush Soccer organization.

This partnership will create **opportunities** for all Rush players from the recreational level all the way up to the professional ranks.



RUSH CAPELLI SOCCER PYRAMID

OWNED BY CAPELLI SPORT, AN ELITE EUROPEAN CONNECTION TO THE EXCEPTIONAL RUSH SOCCER PLAYER.

DUISBURG



THE PEAK PROFESSIONAL LEVEL OF SOCCER FOR RUSH PLAYERS IN THE U.S.

UWS / USL



RUSH'S DEVELOPMENT TEAM CULTIVATING FUTURE PROFESSIONAL PLAYERS.

PDL



ELITE ATHLETES SELECTED TO COMPETE AT THE HIGHEST LEVEL OF U.S. SOCCER.

DEVELOPMENT ACADEMY



THE OPPORTUNITY FOR TOP RUSH PLAYERS TO SHOWCASE THEIR TALENT.

RUSH SELECT



PLAYERS COMMITTED TO PERFECTING THE GAME.

COMPETITIVE



WHERE KIDS FALL IN LOVE WITH THE GAME.

DEVELOPMENTAL



ACCOUNTABILITY

ADVICE

EMPATHY

ENJOYMENT

HUMILITY

CORE VALUES

LEADERSHIP

PASSION

RESPECT

SAFETY

TENACITY

UNITY

BENEFITS OF CAPELLI SPORT CONTRACT



- ▶ **Uniform ordering is done directly through the manufacturer**
- ▶ **An incentive program for bringing in new Rush clubs**
- ▶ **\$7,000 yearly credit to Board of Directors and Technical Directors for use on Capelli Sport gear**
- ▶ **15% on all competitive and developmental team purchases in promotion for coaches gear**
- ▶ **Rush Capelli Points (RCP) based on their member purchases**
- ▶ **Every club will receive a free size run of uniforms during the new kit buying season**
- ▶ **\$189,000 Tournament Package to be dispersed among all clubs**

... these and many more!





CONTACT US TODAY!

Email or call for more information.



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